Application No.: 10/688,514   2   Docket No.: 448252000304

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-19 (Canceled).

Claim 20 (Currently Amended): A computer program product for use on a communication device, the communication device including a memory, a screen display, a processor for executing the computer program product and controlling for operating the communication device, the computer program product comprising:

a shell for receiving a URL having a protocol component and a data component, the data specifying a command to be executed or content to be fetched, the shell providing the data component to a protocol handler according to the protocol component, and the fetched content to a content handler for processing;

a plurality of protocol handlers, each protocol handler communicatively coupled to the shell to receive a URL and either fetch content specified by the data component and provide the fetched content to the shell, or execute the command specified by the data component; and

a plurality of content handlers including at least one markup language content handler and an advertising content handler,

the markup language content handler being communicatively coupled to the shell to receive fetched markup language content and process the fetched markup language content to output the content to the screen display of the communication device,

sf-2208905

the advertising content ~~hander~~ handler choosing an advertising page to be displayed when the communication device is idle and instructing the markup language content handler to display the advertising page chosen by the advertising content handler.

Claim 21 (Currently Amended): A communication device, comprising:

a screen display;

a processor coupled to the screen display;

a shell executed by the processor for receiving a URL having a protocol component and a data component, the data specifying a command to be executed or content to be fetched, the shell providing the data component to a protocol handler according to the protocol component, and the fetched content to a content handler for processing;

a plurality of protocol handlers, each protocol handler executed by the processor and coupled to receive a URL from the shell and either fetch content specified by the data component and provide the fetched content to the shell, or execute the command specified by the data component;

at least one markup language content handler executed by the processor and coupled to the shell that receives markup language content and processes the markup language content to ~~display~~ displays the content on the screen display; and

the advertising content ~~hander~~ handler choosing an advertising page to be displayed when the communication device is idle and instructing the markup language content handler to display the advertising page chosen by the advertising content handler.

sf-2208905

Application No.: 10/688,514   4   Docket No.: 448252000304

Claim 22 (Previously Presented): A computer implemented method of displaying an advertising page for a communication device having a memory and a screen display, the method including the steps of:

receiving a URL having a protocol component and a data component, the data specifying a command to be executed or content to be fetched;

fetching markup language content specified by the data component in accordance a protocol specified by the protocol component,

receiving fetched markup language content and processing the fetched markup language content to output the content to the screen display of the communication device, ·

choosing an advertising page to be displayed when the communication device is idle; and

displaying the advertising page as chosen.on the screen display of the communication device.

Claim 23 (Previously Presented): A computer implemented method of displaying an advertising page for a communication device having a memory and a screen display, the method including the steps of:

receiving a markup language content and processing the markup language content to output the content to the screen display of the communication device,

choosing an advertising page to be displayed when the communication device is idle; and

displaying the advertising page as chosen on the screen display of the communication device.

sf-2208905

Application No.: 10/688,514   5   Docket No.: 448252000304

Claim 24 (Previously Presented): A browser program product for controlling the operation of a communication device by execution of the browser by a processor of the communication device having a screen display, the browser program product comprising:

a markup language content handler that receives a markup language content and processing the markup language content to output the content to the screen display of the communication device;

an advertising content handler that displays an advertisement on the screen display of the communication device; and

an advertising manager that prevents the advertisement from being displayed when a predetermined condition is satisfied.

Claim 25 (Previously Presented): The browser program product according to claim 24, wherein the advertising manager prevents the advertisement from being displayed when a user responds to the advertisement.

Claim 26 (Previously Presented): The browser program product according to claim 24, wherein the advertising manager prevents the advertisement from being displayed when the advertisement has been displayed a predetermined number of times.

Claim 27 (Previously Presented): The browser program product according to claim 24, wherein the advertising manager prevents the advertisement from being displayed when a more important advertisement is to be displayed.

Claim 28 (Previously Presented): The browser program product according to claim 24, wherein the advertising manager is capable of marking an advertisement as temporary, the marked advertisement being not stored on a URL history stack so that the advertisement is never rerun.

sf-2208905

Claim 29 (Previously Presented): The browser program product according to claim 24, wherein the advertising manager looks at a set of advertisements available and chooses one of the advertisements to display.

Claim 30 (Previously Presented): The browser program product according to claim 24, wherein the advertising manager checks whether a currently displayed advertisement is marked for deletion, the advertisement manager deleting the advertisement if it is marked for deletion.

Claim 31 (Previously Presented): The browser program product according to claim 30, wherein the advertising manager passes a string to the markup language content handler as user has responded to the advertisement after it is marked for deletion.

Claim 32 (Previously Presented): The browser program product according to claim 24, wherein any key press that is not bound in the advertisement causes the advertisement to disappear.

Claim 33 (Previously Presented): The browser program product according to claim 32, wherein the key press that is not bound in the advertisement causes the key press to be reprocessed by the page that was active before the advertisement appeared.

Claim 34 (Previously Presented): The browser program product according to claim 24, wherein the advertisement is a page described using a markup language and including an advertising content.

Claim 35 (Previously Presented): A communication device, comprising:

a screen display; and

a processor coupled to the screen display,

sf-2208905

Application No.: 10/688,514   7   Docket No.: 448252000304

the processor executing a browsing operation which realizes functions of:

a markup language content handler that receives a markup language content and processes the markup language content to output the content to the screen display of the communication device;

an advertising content handler that displays an advertisement on the screen display of the communication device; and

an advertising manager that prevents the advertisement from being displayed when a predetermined condition is satisfied.

Claim 36 (Previously Presented): The communication device according to claim 35, wherein the advertising manager prevents the advertisement from being displayed when a user responds to the advertisement.

Claim 37 (Previously Presented): The communication device according to claim 35, wherein the advertising manager prevents the advertisement from being displayed when the advertisement has been displayed a predetermined number of times.

Claim 38 (Previously Presented): The communication device according to claim 35, wherein the advertising manager prevents the advertisement from being displayed when a more important advertisement is to be displayed.

Claim 39 (Previously Presented): The communication device according to claim 35, wherein the advertisement is a page described using a markup language and including an advertising content.

sf-2208905

Claim 40 (Previously Presented): A computer implemented method of displaying an advertisement for a communication device having a screen display, the method including the steps of:

receiving a markup language content and processing the markup language content to output the content to the screen display of the communication device;

displaying an advertisement on the screen display of the communication device; and

preventing the advertisement from being displayed when a predetermined condition is satisfied.

Claim 41 (Previously Presented): The method according to claim 40, wherein the advertisement is prevented from being displayed when a user responds to the advertisement.

Claim 42 (Previously Presented): The method according to claim 40, wherein the advertisement is prevented from being displayed after having been displayed a predetermined number of times.

Claim 43 (Previously Presented): The method according to claim 40, wherein the advertisement is prevented from being dislayed when a more important advertisement is to be displayed.

Claim 44 (Previously Presented): The method according to claim 40, wherein the advertisement is a page described using a markup language and including an advertising content.

Claim 45 (Previously Presented): A computer implemented method for automatically displaying data to a user, comprising:

sf-2208905

Application No.: 10/688,514   9   Docket No.: 448252000304

receiving a markup language page containing a tag including advertising data in a header portion of the page; and

displaying a body portion of the markup language page in a window having a title bar area and the advertising data in the title bar area.

Claim 46 (Previously Presented): A computer program product for use on a communication device, the communication device including a screen display and a processor for executing the computer program product to control for an operation of the communication device, the computer program product including:

instructions to receive a markup language page containing a tag including advertising data in a header portion of the page; and

instructions to display a body portion of the markup language page in a window having a title bar area and the advertising data in the title bar area.

Claim 47 (Previously Presented): A communication device, comprising:

a display; and

a processor coupled to the display,

the processor executing operations of:

receiving a markup language page containing a tag including advertising data in a header portion of the page; and

sf-2208905

        displaying a body portion of the markup language page in a window having a title bar area and the advertising data in the title bar area on the display.

sf-2208905